

**Subject:** Cal Downtown Association Digest - Request for News

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Hello ALL: Great to see those attending today's BID Consortium meeting.

As I mentioned, I am editor of CDA's new "*District Digest*", monthly e-newsletter. Below is our last version.

We are seeking any news and information you have that is newsworthy and relevant to BIDs across the state, including new programs, accomplishments, honors/recognition, legislation/legal issues, etc.

Please send me anything you have now as we'd like to publish the Nov issue ASAP. Going forward I can send a monthly reminder, but feel free to send me info as it occurs.

Thank you very much!

Warm regards, Lauren



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### Message from the President



#### The next generation of downtown

Cities are built for people. And, we are in the midst of a major cultural and demographic shift. With a population of more than 80 million, the millennial generation is shaping our economy. By 2020 Millennials will outnumber Baby Boomers in the workforce. This generation born between 1980 and the 2000 represents 25% of the US population. Let

those numbers sink in for a moment.

Change presents an opportunity and downtowns have a strategic advantage in this cultural shift. Millennials have a predilection for cities and downtowns. Shaped by years of media consumption with TV shows like Friends, Seinfeld and Sex in the City, cities and the urbane are cool. Author [Rebecca Ryan](#), takes that notion a step further in her book Live First, Work Second. She posits that while previous generations sought after the elusive perfect job and climbed the career ladder, this generation's manifesto is about lifestyle.

They are looking for the perfect place to plant their roots. You should be fighting to attract them to your city and cultivate them. How do we do that? Through good design and attention to detail that makes your city come alive from the ground up. In Sacramento, we're investing in infrastructure improvements and catalytic projects to enhance our core assets. We've been recognized as a top city for cyclists and the City's investment in additional bike lanes are helping us live up to that. We are focused on building more housing in the urban core. We're helping to fuel innovation through small business growth and cultivating community both online and offline. These are small incremental changes but they add up.

While jobs aren't always the central focus for attracting young talent, it doesn't hurt when it comes to retention. Employers are taking notice. We're seeing a shift in workplace design. The sea of cubes (think Office Space) is not the norm and definitely not desirable. Co-working, adaptive reuse, density and efficiency: buzz words that are common in residential urban infill, are now being adopted by [workplace designers](#).

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The common thread here is designing for people. There is no set formula. Find what is what is authentic to your city and nurture it.

Regards  
Michael T. Ault  
Executive Director  
Downtown Sacramento Partnership

## Legislative Update: Governor Signs IFD Bill

John Lambeth, President, Civitas Advisors

The dissolution of redevelopment agencies in 2011 prompted calls for a review of the financing tools available to local governments to fund infrastructure development. One tool available to local governments, Infrastructure Financing Districts (IFDs), have been discussed as an option for viable infrastructure funding. IFDs use tax increment financing to pay for infrastructure projects.

On September 29, 2014, SB 628 was signed by Governor Brown, providing for a new type of district, the Enhanced IFD. There are several differences between Enhanced and Traditional IFDs:

1. An Enhanced IFD can be established, adopt an infrastructure financing plan, and issue bonds, for which only the IFD is liable, upon approval by 55% of the voters (traditional requires approval by 2/3 of the voters to establish the district and issue bonds);
2. The agency forming an enhanced IFD must first receive a Department of Finance "finding of completion" regarding assets managed by the successor agency for its former redevelopment agency;
3. The bill authorized an Enhanced IFD to fund infrastructure projects through tax increment financing, pursuant to an infrastructure financing plan and the agreement of the affected taxing entities;
4. SB 628 further details the way that funds are provided to the district. It specifically allows the local government agency that creates an Enhanced IFD to dedicate any portion of its net available revenue to the district, supplementing the tax increment financing; and
5. A city, county or special district within the Enhanced IFD can, upon approval of its governing body, loan money to fund activities described in the infrastructure financing plan.

Like a traditional IFD, an Enhanced IFD may not finance routine maintenance, repair work, ongoing operational costs, or services. For more information on IFDs please feel free to contact Civitas at (800) 999-7781 or e-mail [jlambeth@civitasadvisors.com](mailto:jlambeth@civitasadvisors.com).

## In the News

### S.F., L.A. threaten Uber, Lyft, Sidecar with legal action

SFGate

The San Francisco and Los Angeles district attorneys have sent letters to ride-share companies Uber, Lyft and Sidecar claiming they are operating illegally and warning them that legal action could follow if they don't make major changes.

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## L.A. small-business owners weigh both sides of a wage hike

LA Times

Some weeks, Gaston Letelier forgoes his own pay so he can afford to keep running his Meltdown Comics & Collectibles store in Hollywood. Before the economy crashed, he paid for his employees' health insurance. But the downturn forced customers to save their money for food, gas and online bargains instead of graphic novels and individual issues.

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## Open Walls Project replaces billboard ads with high-end art

San Diego CityBeat

Art San Diego's Ann Berchtold wants more opportunities for artists, architects and designers to play on the 'urban canvas'.

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## Spotlight On: Downtown Long Beach



vibrant Downtown core and its constantly activated waterfront?

For two days this summer, seven of the region's leading urban experts converged upon Downtown Long Beach to answer one question: What can be done to increase the connectivity between the city's

Recognizing the independent successes of the Downtown core and waterfront, but lack of connections between the two, the Downtown Long Beach Associates (DLBA) commissioned the Urban Land Institute's (ULI) to conduct its Technical Assistance Panel (TAP) program on this matter.


ULI is a nonprofit research and education organization that advocates for progressive development, research and education in topics facing modern cities, such as sustainability, smart growth, compact development and place making.

After weeks of preparation and research, ULI sent a panel of architects, consultants, hospitality executives, designers, and transportation gurus for a day of exploration of the area followed by focus groups with stakeholders and a public presentation of their findings and recommendations.

"The lack of pedestrian access between these two distinct sections of Downtown was something that we identified very early on in our strategic plan," said DLBA Placemaking Manager Sean Warner. "Calling upon ULI and its TAP program allowed us to glean outsiders' perspectives on the issue. It's a rare



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opportunity to have the best and  
brightest minds in contemporary urbanism in one room, all looking at  
a specific challenge in Downtown Long Beach."

With a couple of centuries worth of combined experience in many  
cities across multiple continents, the team of panelists sent to Long  
Beach included: Richard Bruckner, Director of Regional Planning for  
Los Angeles County; Brian Jones, Owner and Principal of BMJ  
Advisors; Bruce Baltin, Senior Vice President of PKF Consulting;  
Taylor Mammen, Principal and Director of Consulting at RCLCO;  
Vaughan Davies, Principal at AECOM; Midori Mizuhara, Urban  
Designer for Gensler; and Pat Gibson, President of Gibson  
Transportation.

At an August 1 presentation held at the Aquarium of the Pacific, the  
panelists assessed the current state of the Waterfront area itself and  
presented several potential solutions to enhance pedestrian traffic  
and increase the economic vitality of the entire Downtown.

First, the panel noted that there is an excess of land, street capacity,  
and parking at the Waterfront-elements that are both strengths and  
weaknesses.

"Land creates opportunity, but it also creates problems," said  
Mammen. "The distance to walk from the Promenade [at Ocean  
Blvd.] to the restaurants on the Waterfront is around five city  
blocks...[and] the clusters of activity that are organized on the site are  
not enough to generate synergies to drive traffic."

One solution presented for this was to create pop-up retail and dining  
spaces along the Promenade and Pine Avenue as it winds past the  
Convention Center, creating a strolling experience that draws people  
towards the end of the path. One panelist noted that we could learn a  
lot from Disney on how to keep people excited as they move through  
spaces, and Shoreline Drive could benefit from this concept with fun  
pockets of punctuated activation that run east-west.

A second suggestion for creating connectivity to the city above the  
bluff was to use north-south "districts" to link the Waterfront with  
some of the successes that are inland, like the East Village Arts  
District and Pine Avenue-both of which have been nurtured by the  
community and work because they are authentic reflections of the  
city's personality.

By focusing attention on giving streets like Lime Ave. and Pine Ave.  
easier pedestrian access to the waterfront, the hope is that the  
organic energy present up there can be stretched down to the  
Waterfront.

"All great cities I've lived in work for the residents first, then the  
visitors come," said Gibson. "Places like [the Waterfront] have to be  
loved by residents first. It needs to reflect a culture that's indigenous  
to Long Beach."

Other options presented by the panel-such as repositioning the Pike  
at Rainbow Harbor, turning the empty lot on Pine Ave. and Ocean  
Blvd. into a temporary public art space and creating a water-facing  
entrance to the Long Beach Performing Arts Center-would encourage  
people to utilize some of the spaces that currently sit as dead zones.

In the end, however, the challenge to create this connectivity falls  
back on the residents themselves, as they will need to be the ones to



activate the infrastructure with culture that is authentic to their proud Long Beach community.

"It's not as simple as 'If you build it, they will come,'" said Mammen. "It has to be created in a unique and authentic way with character that creates interest from residents first."

Though many ideas were discussed at the panel, the findings were meant as a way to spark conversation and are only the beginning of this process of change. A more complete study of the area will be released in the coming weeks, which will highlight both short and long-term goals for residents, business owners and the City itself.

"It's not about a single project that will fix all the connectivity problems at the Waterfront," Davies said. "It's about the community re-envisioning their Downtown as a connected, vibrant space with a ribbon of jewels along the ocean and distinct districts coming down from inland. We're really remedying decisions that were made 30 years ago."

To learn more about the ULI TAP and the DLBA's efforts at the waterfront, click [here](#).

### **CDA District Digest**

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